

CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (703)872-9306.

Date:

9/30/05

By:

Patti Hespell

Mail Stop RCE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Gregory Flickinger

Conf. No.: 5795 : Group Art Unit: 2614
Appln. No.: 09/749,255 : Examiner: Salce, Jason P.
Filing Date: 27 December 2000 : Att'y. Docket No.: T727-10
Title: Scheduling and Linking IPG Ads In Conjunction With Programming Ads in a
Television Environment

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with the official waiver posted July 11, 2003, copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed. The official waiver withdraws the requirement under 37 C.F.R. § 1.98(a)(2)(i) for submitting copies of each listed U.S. Patent and U.S. Patent Application Publication with respect to applications filed after June 30, 2003. Copies of the listed U.S. Patent documents will be provided upon request.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

- ☒ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☐ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☐ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A and PTO/SB/08B be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

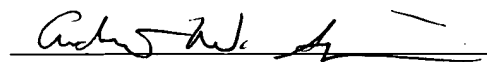
No fee is believed to be due in connection with the filing of this Information Disclosure Statement since it is being filed before the first Office Action on the merits of the above-identified application. However, the Commissioner is hereby authorized to charge any deficiencies or credit any overpayments to Deposit Account No. **501535**.

Application No. 09/749,255

☒ The Commissioner is hereby authorized to charge Deposit Account No. 501535 as noted below. A duplicate copy is enclosed:

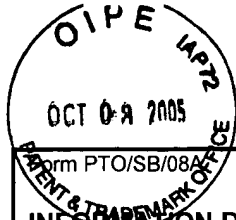
☒ Any deficiencies or overpayments in the above-calculated fee.

Respectfully submitted,


Andrew W. Spicer
Reg. No. 57,420
Technology, Patents and Licensing Inc.
6206 Kellers Church Road
Pipersville, PA 18947
(215) 766-2100

Date: 9/30/05

Customer Number: 27832



INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 4

Complete if Known

Application Number 09/749,255
 Filing Date 27 December 2000
 First Named Inventor Flickinger, Gregory
 Group Art Unit 2614
 Examiner Name Salce, Jason P.
 Attorney Docket Number T727-10

U.S. PATENT DOCUMENTS

Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
	US4602279		Freeman; Michael J.	07-1986
	US4930011		Kiewit; David A.	05-1990
	US5029014		Lindstrom; James E.	07-1991
	US5099319		Esch; Arthur G.	03-1992
	US5155591		Wachob; David E.	10-1992
	US5231494		Wachob; David E.	07-1993
	US5271626		Llenas; Montserrat H.	12-1993
	US5319455		Hoarty; W. Leo Lauder; Gary M.	06-1994
	US5410344		Graves; Gordon T.	04-1995
	US5424770		Schmelzer; Richard A.]	06-1995
	US5425100		Thomas; William L.	06-1995
	US5485197		Hoarty; W. Leo	01-1996
	US5515098		Carles; John B.	05-1996
	US5534911		Levitan; Gutman	07-1996
	US5559549		Hendricks; John S.	09-1996
	US5579055		Hamilton; Scott	11-1996
	US5585858		Lett; David B.	01-1997
	US5600366		Schulman; Martin A.	02-1997
	US5600573		Hendricks; John S.	02-1997
	US5612742		Krause; Edward A.	03-1997
	US5621728		Lightfoot; Regina	04-1997

FOREIGN PATENT DOCUMENTS

Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T ₁
	Country Code	Number	Kind Code (if known)			
	CA	2264392		MIHARA	01-1999	
	WO	9712486		SLEZAK	04-1997	
	WO	9717774		PARK	05-1997	
	WO	9911065		KLOSTERMAN	03/1999	
	WO	9926415		BAR-EL	05-1999	
	WO	9952285		HENDRICKS	10-1999	
	WO	9965237		ISMAIL	12-1999	
	WO	9966719		ZIGMOND	12-1999	

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS

Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T ₁
	AdLink Engineering, Ad Insertion Wiring Diagrams, 1999, 17 pgs.	
	NCTA Technical Papers "Compressed Digital Commercial Insertion: New Technology Architectures for the Cable Advertising Business", 1992, 8 pgs	

Examiner
Signature

Date
Considered

09/29/2005

T₁ - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

Form PTO/SB/08A				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)				Application Number	09/749,255
				Filing Date	27 December 2000
				First Named Inventor	Flickinger, Gregory
				Group Art Unit	2614
				Examiner Name	Salce, Jason P.
Sheet	2	of	4	Attorney Docket Number	T727-10

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
	US5636346		Saxe; Andrew N. G.	06-1997
	US5650994		Daley; Kathleen	07-1997
	US5652615		Bryant; Stewart Frederick	07-1997
	US5657072		Aristides; Phivos C.	08-1997
	US5661516		Carles; John B.	08-1997
	US5666645		Thomas; William	09-1997
	US5699107		Lawler; Frank A.	12-1997
	US5724091		Freeman; Michael J.	03-1998
	US5724521		Dedrick; Rick	03-1998
	US5740549		Reilly; James P.	04-1998
	US5752160		Dunn; Matthew W.	05-1998
	US5752238		Dedrick; Rick	05-1998
	US5758328		Giovannoli; Joseph	05-1998
	US5760821		Ellis; Michael Dean	06/1998
	US5761601		Nemirofsky; Frank R.	06-1998
	US5761662		Dasan; Vasanthan S.	06/1998
	US5774170		Hite; Kenneth C.	06/1998
	US5781226		Sheehan; Patrick	07-1998
	US5790426		Robinson; Gary B.	08-1998
	US5790935		Payton; David W.	08-1998
	US5801747		Bedard; Karen	09-1998
	US5801753		Eyer; Mark K.	09-1998
	US5808694		Usui; Hirofumi	09-1998
	US5815671		Morrison; Eric Fraser	09-1998
	US5861919		Perkins; Michael	01-1999
	US5886731		Ebisawa; Kan	03-1999
	US5917830		Chen; David	06-1999

FOREIGN PATENT DOCUMENTS						
Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T ₁
	Country Code	Number	Kind Code (if known)			
	WO	0021287		KLOSTERMAN	04/2000	
	WO	0049801		YUEN	10/2001	
	WO	0054504		GOLDMAN	09/2000	
	WO	0069163		ELDERING	11/2000	
	WO	0147279		BARTON	06/2001	
	WO	0233973		ROSENBERG	04-2002	
	WO	0233975		ROSENBERG	04-2002	

Examiner Signature		Date Considered	
---------------------------	--	------------------------	--

T₁ - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

Form PTO/SB/08A INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)				Complete if Known	
				Application Number	09/749,255
				Filing Date	27 December 2000
				First Named Inventor	Flickinger, Gregory
				Group Art Unit	2614
				Examiner Name	Salce, Jason P.
Sheet	3	of	4	Attorney Docket Number	T727-10

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
	US5918014		Robinson; Gary B.	06-1999
	US5926205		Krause; Edward A.	07-1999
	US5931901		Wolfe; Robert L. Pinals; Jeffrey	08-1999
	US5948061		Merriman; Dwight Allen	09-1999
	US5966120		Arazi; Efraim	10-1999
	US5969715		Dougherty; Brian P.	10-1999
	US5978381		Perlman; Stephen G.	11-1999
	US5990927		Hendricks; John S.	11-1999
	US6002394		Schein; Steven M.	12-1999
	US6009409		Adler; Micah A.	12-1999
	US6009410		LeMole; Suzanne L.	12-1999
	US6020880		Naimpally; Saiprasad V.	02-2000
	US6020883		Herz; Frederick	02-2000
	US6026368		Brown; Yale Robert	02-2000
	US6026369		Capek; Peter George	02-2000
	US6038256		Linzer; Elliot N.	03-2000
	US6055510		Henrick; Robert F.	04-2000
	US6144653		Persson; Bengt	11-2000
	US6160570		Sitnik; Eran	12-2000
	US6253238		Lauder; Gary M.	06-2001
	US6263501		Schein; Steven M.	07-2001
	US6378130		Adams, Michael Brian	04-2002
	US6418122		Schoenblum; Joel W.	07-2002
	US6425131		Crandall; Evan Stephen	07/2002
	US6434747		Khoo; Denis	08-2002
	US6446261		Rosser; Roy J.	09-2002
	US6463585		Hendricks; John S.	10-2002
	US6487721		Safadi; Reem	11-2002
	US6493875		Eames; Thomas R.	12-2002
	US6505169		Bhagavath; Vijay K.	01-2003
	US6516002		Huang; Si Jun Birch; Christopher H.	02-2003
	US6583825		Yuen; Henry C.	06-2003
	US6615039		Eldering; Charles A.	09-2003
	US6684194		Eldering; Charles A.	01-2004
	US6698020		Zigmond; Daniel J.	02-2004
	US6704930		Eldering; Charles A.	03-2004
	US6714917		Eldering; Charles A.	03-2004
	US6724974		Naruto; Hirokazu	04-2004

Examiner Signature		Date Considered	
---------------------------	--	------------------------	--

